# THE TRANSPORTATION LINK

FEDERAL AVIATION U.S. COAST GUARD

FEDERAL HIGHWAY FEDERAL RAILROAD

MARITIME ADMINISTRATION NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION FEDERAL TRANSIT ST. LAWRENCE SEAWAY DEVELOPMENT RESEARCH &
SPECIAL PROGRAMS
ADMINISTRATION
OFFICE OF
THE SECRETARY

TRANSPORTATION ADMINISTRATION SERVICE CENTER FEDERAL MOTOR CARRIER SAFETY

Vol. 8 No. 5 May/June 2001



#### From the Desk of the OSDBU

Awarican Heritage Month. During this time we recognize the achievements of Americans of Asian and Pacific Island decent and reflect on their contributions to our nation. Please, take the time read our Success Stories featuring MacroSys and Richter Architects, and learn how they are helping to shape the face of the transportation industry.

As a culturally diverse country, we thrive on the vision and ingenuity of those from all different nationalities and backgrounds. The U.S. Pan Asian American Chamber of Commerce (USPAACC) and the Asian American Alliance have helped many of these individuals achieve their "American Dream."

This season also brings with it a sense of renewal. OSDBU would like to take this opportunity to renew its commitment to our customer's satisfaction. OSDBU is steadfast in our commitment to helping our customer's become successful and win transportation-related contracts. For this reason, we have a variety of initiatives to help ensure that our customer's inquiries and needs are properly met.

We have included a Customer Feedback Questionnaire in this edition.

Please, take a few minutes to fill it out and return it to us. Your comments and concerns help us better understand your needs. Customer satisfaction IS our goal!



### **Asian Pacific American Heritage Month**

In the month of May, we recognize the contributions and achievements of Americans of Asian and Pacific Island ancestry. Asian Pacific Americans represent a diverse range of nationalities, religions, languages, and cultures that have enriched our nation.

North America was visited regularly by Asian and Pacific traders as early as the 16<sup>th</sup> century, and by the late 1800s, this continent was receiving large numbers of immigrants from China, Japan, Korea, the Philippines, and the Indian subcontinent. These settlers worked hard turning wilderness into bountiful farmland in Hawaii, opening new industries in the west, and helping to build the first transcontinental railroad.

Along with a vast array of skills, Americans of Asian and Pacific Island ancestry brought their remarkable traditions of hard work and respect for family and education to their new country. Their belief in the American dream of equality and opportunity enabled them to face the challenges of adversity and discrimination and achieve a record of distinguished service in all fields, from academia to government, from business to the military, and medicine to the arts. These people and their children managed to preserve the rich legacy of their homelands while also embracing the best values and traditions that define our nation.

In recent years, newly arrived groups of Asian and Pacific peoples have continued to enrich our proud tradition of cultural diversity and endow our nation with energy and vision.

#### **Our Goal: Customer Satisfaction!**

Your satisfaction as our customer is important to us at the U.S. Department of Transportation (DOT). Over the years, the DOT has cultivated partnerships with many transportation communities and businesses. All of these partnerships are with DOT's customers and DOT is committed to providing the highest level of customer service available anywhere in the federal government.

Every spring at the Office of Small and Disadvantaged Business Utilization (OSDBU) we take a fresh look at how we are serving you, our small business customers. The mission of our office is "To promote customer satisfaction through successful partnerships that result in an inclusive and effective small business procurement process." Our emphasis on customer satisfaction reflects the Department's strategic goal to advance the Department's ability to manage for results and innovation through improved customer satisfaction.

Recently, DOT reviewed its customer satisfaction initiatives and developed an action plan to make sure the Department has the structure and tools needed to meet its customer satisfaction goal. For the first time in DOT's history, the entire Department will be *Working Together as OneDOT* involved in measuring customer satisfaction with the transportation system and with the Department's own programs and services across all of DOT's organizations.

You can learn more about this exciting initiative within DOT at http://www.dot.gov/customersatisfaction/main.html

At OSDBU we remain committed to helping DOT's small business customers compete for, and win, available transportation-related contracts.

We hold our customer's needs in high regard and take our commitment to their professional satisfaction seriously. For this reason, we have developed and maintained a variety of initiatives that better helps us respond to our customers' inquiries and fulfill their needs.

#### National Information Clearinghouse (NIC)

OSDBU operates a National Information Clearinghouse (NIC) where our customers can call toll-free at (800) 532-1169, to speak with a customer service representative available to answer questions, mail pertinent documents, or refer customers to specialists for further assistance. The OSDBU customer service staff fields approximately 850 phone calls per month.



Tawanna Martin

OSDBU is proud of the level of service provided by the NIC. Customer service representatives are committed to respond to inquiries during normal business hours, 9-to-5 Eastern Standard Time (EST). At all other times, customers calling this number may leave a voice message that will be responded to by the next business day. Requested materials are mailed out within three business days.

For specific requests that require the assistance of OSDBU's small business

specialists, NIC customer service representatives transfer calls to a specialist with the appropriate expertise.

#### **Business Specialists**

OSDBU Business Specialists provide counseling on a variety of issues including how to market DOT for contracting opportunities; how to become certified under the DOT Disadvantaged Business Enterprise (DBE) program; the basic procedures of the procurement process and government contracting; and providing the appropriate points of contact at the Federal, state or local levels. Business Specialists also address specific inquiries concerning DOT's Bonding Assistance and Short Term Lending Programs, dispute resolution, and related topics.

OSDBU's Small Business Specialists remain committed to responding to inquiries, with courteous and prompt service within one business day.

#### **OSDBU Web Site**

The most comprehensive and timely way OSDBU provides information to our customers is electronically via the web. The increasing use of electronic media is revolutionizing the way the Department is doing business. The DOT-OSDBU web site (http://osdbuweb.dot.gov) contains transportation-related information on programs, contract opportunities, outreach activities and related web sites, all of which are updated daily.

Web site visitors that subscribe to our automatic e-mail service, learn about the OSDBU programs, download documents, register in the contractor database, read the latest copy of *The Transportation Link* newsletter, and hyperlink to other electronic sources of information that are of interest to the OSDBU community.

The OSDBU web site is maintained in a timely manner to provide our customers with 24 hour-a-day access

to the most up-to-date information possible.



#### **News-By-Email**

OSDBU offers a News By E-Mail service to the small and disadvantaged business community to disseminate information in a time sensitive manner to interested parties. Customers can register to receive notifications on any or all of the following news categories on the OSDBU web site at http://osdbuweb.dot.gov/about/lists/lists.html

- 1. DBE Announcements
- 2. Transportation Link Announcement
- 3. OSDBU News Announcements
- 4. Outreach / Conference Announcements

By registering for these webbased services, small businesses can take advantage of the Internet to receive valuable information that will help them better market their business.

#### **Fax On-Demand**

The NIC toll-free number also includes an option for the OSDBU Fax On-Demand service. The Fax On-Demand system conveniently "walks" customers through requesting a directory of all documents that can be ordered and then requesting specific documents that meet their needs. Using

this service, requested documents are faxed to the number specified at home or office 24 hours a day. This service is especially popular with businesses that have access to a fax machine, but may not have access to the Internet.



#### Feedback

To continue to improve customer service, OSDBU welcomes feedback!

In this edition of *The Transportation Link*, we have included a brief customer service questionnaire designed to assist us in providing the very best service to you, our valued customer. You may fax the questionnaire back to us at (703) 848-0804 or, for your convenience, you can fill it out and submit it in the *Feedback* section of our web site at http://osdbuweb.dot.gov/about/feedback.html.

It will just take a couple of minutes and the information you provide will help us evaluate our current OSDBU products and services and plan what we will offer in the future. We value your comments!

For more information: please visit the DOT OSDBU web site at http://osdbuweb.dot.gov, call the NIC or Fax On-Demand system at (800) 532-1169, or contact us by fax at (202) 366-7538.

Our mailing address is: U.S. Department of Transportation Office of Small and Disadvantaged Business Utilization (OSDBU) 400 Seventh Street SW, Room 9414 Washington, DC 20590

#### Section 508 – Electronic Information Technology Accessibility

Section 508 of the Rehabilitation Act of 1973 requires that Electronic and Information Technology (EIT) developed, procured, maintained, or used by the Federal government be accessible to people with disabilities.

On August 7, 1998, the President signed into law the Workforce Investment Act of 1998, which includes the Rehabilitation Act Amendments of 1998. Section 508 was originally added to the Rehabilitation Act in 1986; the 1998 amendments significantly expand and strengthen the technology access requirements in Section 508.

Federal employees and members of the public who have disabilities must have access to and use of information and services that is comparable to the access and use available to non-disabled Federal employees and members of the public.

These Federal departments or agencies that develop, procure, or maintain and/or use EIT must ensure that the EIT allows Federal employees with disabilities to have access to and use of information and data that is comparable to the access and use of information and data by other Federal employees. Section 508 also requires that individuals with disabilities, who are members of the public seeking information or services from a Federal department or agency, have access to and use of information and data that is comparable to that provided to the public without disabilities. Comparable access is not required if it would impose an undue burden.

What does this mean for small businesses contracting with the Federal Government? Section 508 does not regulate the private sector and does not apply to recipients of Federal Funds; however, technology developed or acquired for a Federal agency by a contractor must comply with Section 508 standards. EIT includes computer hardware, software, networks, and peripherals as well as many electronic and communications devices commonly used in offices. Web sites of Federal agencies are also included.

The U.S. Department of Transportation is committed to providing electronic information in a manner that is accessible to individuals with disabilities. Compliance and enforcement of this new rule not only helps individuals with disabilities, it also benefits both the government and society as a whole by better utilizing the skills and talents possessed by persons with disabilities.

For more technical information on compliancy visit http://www.section508.gov. To view the FAR Regulation that governs the standards set bySection 508, visit The FAR homepage at: http://www.arnet.gov/far. You can also call the General Services Administration (GSA) at: (202) 501-0800

## How are we doing?

A t OSDBU we value your input on how we are doing. In an effort to serve you better, we ask that you take a minute to fill out the attached feedback questionnaire. Your feedback will affect how we direct our efforts to serve you in the future.

You can copy this form, fill it out, and fax it back to us at (703) 848-0804. Or, you can fill it out electronically on our web site at <a href="http://osdbuweb.dot.gov/about/feedback

Thank you for taking the time to provide your feedback.

#### **CUSTOMER FEEDBACK QUESTIONNAIRE**

Co	mmunication With the National Information Clearinghouse (NIC)			
1.	Where did you hear about the National Information Clearinghouse? (check answer/s)			
We	b Site ☐ Marketplace ☐ Conferences ☐ DOT ☐ State DOT ☐ Newsletter ☐			
Wo	rkshops ☐ White Pages ☐ SCORE ☐ Other Federal Agencies ☐ Other ☐			
		Yes	No	N/A
2.	The NIC was easily accessible through the toll free number (800-532-1169).			
3.	I received courteous service from the NIC representative.			
4.	The NIC representative was able to answer my questions.			
5.	The NIC representative forwarded me to staff who could answer my questions.			
6.	The NIC representative sent the requested materials within 3 business days.			
7.	Overall, the NIC representative provided me with timely and courteous service.			
Us	e of Electronic Media			
8.	I found the information I needed on the OSDBU web site.			
9.	I use the web site times per month. (Please insert number)	П		
10.	The web site is user friendly/easy to use.			
11.	,			
12.	· · · · · · · · · · · · · · · · · · ·			
13.	The Fax On-Demand system is user friendly/easy to use.			
Co	mmunication With the OSDBU Business Specialist.			
14.	The Business Specialist was able to answer my questions.			
15.	The OSDBU programs were explained to me clearly by the Business Specialist.			
16.	If the Business Specialist was not immediately available, they returned my			
	call within one business day.	_	_	_
17.	The Business Specialist was courteous.			
Yo	ur Experience With Written Our Materials.			
18.	The Transportation Link newsletter provides me with valuable information			
	that is pertinent to my business needs.			
19.	The Marketing Information Package contains information that is helpful in my			
	efforts to market my small business within DOT.			
20.	•			
21.	•••			
	efforts to participate in transportation-related contracting opportunities.			
Res	sults			
22.	Did the information provided assist your firm win a prime or subcontract award at the federal, state or local level.			
23.	If yes, please advise the Dollar amount of the contract(Please insert nur	nber).		

#### Comments and Suggestions

You may submit this form electronically on the OSDBU website at:

http://osdbuweb.dot.gov/about/feedback/feedbackjf.html or fill it out and fax it to us at (703) 848-0804

### **MacroSys**

### Providing win-win solutions to client needs!

Pounded in 1997 by Drs. Xiaoli (Charlie) Han and Vincent Fang, *MacroSys Research and Technology* has experienced rapid growth by providing quality information to decision-makers in both the private and public sectors. The main objective of *MacroSys* is to continue offering their clients needed information and services in the fields of information technology, transportation analysis, energy, the environment and natural resources, economics, statistics, and urban and regional planning.

MacroSys also strives to continuously meet and exceed their clients expectations by providing a matrix of other services in specific areas of expertise, including: management consultation, marketing research and public opinion polling, as well as research and development in other social sciences. "We offer vast experience and quality research services in a variety of fields. Our clients have greatly benefited from such expertise," says Dr. Han, "With strong theoretical backgrounds and diverse experience, the MacroSys staff is prepared to fulfill the informational and technological requirements of our clients."

First-year revenues for *MacroSys* came in at just over \$30,000, while in FY 2000 they grossed a successful \$2.5 million. Their revenues doubled between FY 1999 and FY 2000. "To us, growth in the areas in which we provide services, and growth in our client base, is of paramount importance," states Dr. Han. "At *MacroSys*, we believe that with positive growth in these two areas, growth in revenue and prominence will soon follow."

Hard work, dedication to both their clients and employees, and the willingness to take the extra step toward helping their clients achieve their goals is what Drs. Han and Fang believe has kept them afloat and successful.



Dr. Xiaoli (Charlie) Han President - MacroSys

MacroSys is dedicated to the production and dissemination of accurate and useful information for today's prominent decision-makers. Through a compilation of thorough research, thoughtful analyses, and information technology, MacroSys translates technical innovations and social changes into meaningful statistics and analytical reports. This scientific methodology allows MacroSys to accomplish their goal of, "...enhancing the decision-making process by improving information quality."

The Department of Transportation's (DOT) Bureau of Transportation Statistics (BTS) has reaped the rewards of *MacroSys*' tireless efforts and dedication to excellence. Complex conceptual frameworks designed and implemented by *MacroSys* played a major role in the development and initiation of several of BTS' economics, statistics, information technology, and publications programs.

Two major projects on which *MacroSys* has provided assistance to BTS are:

#### U.S. Transportation Satellite Accounts:

MacroSys economists were key in the development of this important new analytical tool which allows a comprehensive and accurate measurement of the contribution of transportation to the U.S. Gross National Product and its employment impact.

### Transportation Infrastructure Capital Stock Accounts:

MacroSys analysts, with limited available resources, took the lead in the first phase of this project which provides estimates of U.S. infrastructure capital stocks for all transportation modes that are consistent with the U.S. National Accounts and the Fixed Reproducible Tangible Wealth Accounts.

*MacroSys* continues to play a growing role in assisting BTS with its information technology needs.

Dr. Han says that in today's economy, no one has to lose. "We provide our clients with the best possible solutions to their needs. There is a global misconception that for every winner out there, someone had to lose – not true! At *MacroSys* we pride ourselves on being able to develop and implement win-win solutions for all of our clients."

Asked what his dream is for *MacroSys*, Dr. Han states, "Above all else, I want *MacroSys* to be a company that contributes positively to our forever evolving economy and to society as a whole – benefiting all who do business with us." If *MacroSys*' past performance and dedication to excellence are any measure as to how society will judge their contribution, Dr. Han's dream will very soon become reality!



For more information on MacroSys, please call Dr. Xiaoli (Charlie) Han at (202) 366-8927, e-mail at info@macrosysrt.com or you can view the MacroSys web site at http://www.macrosysrt.com.

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# Richter Associates Architects, Inc. Quality is more than just a desired result!

Born in Nanjing, China, Elizabeth Chu Richter, AIA attended grade and preparatory schools in Hong Kong. Upon moving to the U.S., she continued her formal education and received her Bachelors degree in Architecture from the University of Texas at Austin in 1974. For the next 12 years, she set aside her career and devoted her full attention to building a solid family foundation for her three young children and her husband. In 1989, she joined *Richter Architects* full-time where she is now the CEO.

Elizabeth Chu Richter believes in the power of architecture to build a great civilization. As an architect, she has a particular interest in the design of public buildings and places. Through her work and writings, she has helped everyday people recognize that architecture has the power to communicate, inspire and define our culture. She has been recognized for her professional achievements by her colleagues. In May 2001, she was one of five architects in the nation to be conferred an AIA Young Architects Award by the American Institute of Architects. She was the first architect from Texas to receive the award.

"Richter Architects is an established practice of design professionals that offer a sensibility and expertise that can creatively incorporate function, nature, culture and technology. As lead-



Texas Department of Transportation, Colorado County Safety Rest Area



Elizabeth Chu Richter, AIA, CEO - Richter Architects

ers of the building process, we provide our clients with designs that are thoughtful, functional, cost-effective, well-crafted, stimulating and environmentally appropriate," says Chu Richter. The firm has a diverse building type experience including administrative, judicial, detention, schools, churches, conference and visitor-oriented facilities.

Under the leadership of Elizabeth Chu Richter, AIA and her partner David R. Richter, FAIA, the firm has garnered many local, state and national awards for design excellence. In 1995, the firm won an Honor Award for design excellence from the Design for Transportation awards program sponsored by the U.S. Department of Transportation and the National Endowment for the Arts. The awardwinning project was a series of 23 bus stops along a rough commercial corridor in Corpus Christi, Texas. The awards jury hailed the design as a model for inventive yet cost-effective solutions that enhanced the sidewalk environment.

In 1999, Richter Architects received an Honor Award for Architecture from the American Institute of Architects for the design of Brooks County Safety Rest Area on US 281 for the Texas Department of Transportation. It represents the only publicly funded project in Texas to receive the national

honor in 20 years. The awards jury noted the project as a richly detailed, inventive place that expands the model of the American rest stop.

Richter Architects has extensive experience in the design of transportation-related and visitor-oriented facilities. Other projects includes TxDOT Colorado County Safety Rest Area on Interstate 10, TxDOT Travel Information Center in Amarillo, Galveston Ferry Administration Building, and the Congressman Solomon P. Ortiz International Conference Center for the Port of Corpus Christi.

"The key to our success is teamork," says Chu Richter, "At Richter Architects, quality is not only a desired result, but an ethic that permeates every aspect of our service."



Texas Department of Transportation, Brook County Safety Rest Area

For more information on Richter Associates, please call Elizabeth Chu Richter, AIA at (361) 882-1288, email at erichter@richterarchitects.com or you can view their website at http://www.richterarchitects.com

### Valuable Partnerships Help Asian Americans Achieve Their "American Dream"

The U.S. Department of Transportation (DOT) Office of Small and Disadvantaged Business Utilization (OSDBU) maintains valuable partnerships with numerous organizations around the nation that work to bring success to the small business community. This month we would like to recognize the Asian American Alliance in Chicago, Illinois and the U.S. Pan Asian American Chamber of Commerce (USPAACC), headquartered in Washington, D.C.

#### **Asian American Alliance**

The DOT OSDBU has a partnership agreement with the Asian American Alliance in Chicago, Illinois to support OSDBU's Transportation Equity Act Model (TEAM) program. This and other TEAM partnerships were designed to facilitate interest from the small, women and minority-owned, and disadvantaged business community towards contract opportunities within Mega Projects and other design/build initiatives.



The Asian American Alliance is a not-for-profit advocacy organization that is committed to establishing a supportive network to assist Asian American small business owners in Illinois. Incorporated in 1994, the Alliance is a coalition of Chambers of Commerce representing the Chinese, Korean, Filipino, and Vietnamese American small business communities. The Alliance is also working diligently to expand their influence and assistance to the Pakistani, Indian, and Thai communities.

The Alliance assists entrepreneurs in the minority certification process, increasing the bonding capacity of certified vendors, helping certified vendors obtain capital, providing information to minority vendors regarding available services, identifying qualified minority vendors, and encouraging the participation of minority vendors in bidding and obtaining available contracts.

The Alliance is steadfast in following their vision of serving these communities and providing them with assistance by, "...increasing the economic potential of Asian American small businesses by providing technical knowledge to entrepreneurs through training, vendor development, technical assistance and advocacy."

#### U.S. Pan Asian American Chamber of Commerce (USPAACC)

USPAACC is a national, nonprofit organization, founded in 1984, that represents Asian and non Asian American businesses and professionals. "Through advocacy, education, information and networking, we seek to improve the economic growth of our members," says USPAACC President, Susan Au Allen, "We want the Asian American community to know that USPAACC is there to lend a helping hand in achieving their 'American Dream'."



USPAACC members' heritage is broad and extremely diverse, including: China, Hong Kong, Taiwan, Japan, the Philippines, Korea, India, Vietnam, Cambodia, Thailand, Pakistan, Mongolia and Indonesia. The members also come from a variety of different business backgrounds that range from the sciences, arts, and entertainment to sports, education and public service.

Every year in May, during Asian Pacific American Heritage Month, USPAACC holds the Excellence Awards

Banquet to recognize outstanding Asian Americans from a variety of disciplines. It is the best-attended Pan Asian American event in the country and therefore serves as a large networking event for USPAACC members and entrepreneurs.

The USPAACC staff believes strongly that there is still a lot of work to be done for Asian Americans to help them succeed in the world of business and ultimately make a positive and sustaining impact on the economy. They consider it a challenge to unite Asian Americans with diverse ethnicities. USPAACC looks for every venue to achieve their objective, "...to foster greater economic growth for the Asian American business community."



Susan Au Allen USPAACC President

For more information on the U.S. Pan Asian American Chamber of Commerce, please contact: Irene Wong Telephone: 202-296-5221

E-mail: administrator@uspaacc.com Website: http://www.uspaacc.com

For more information on the Asian American Alliance, please contact:
Christine Takada
Telephone: 312-326-2200
E-mail: aasbdc@igcom.net
Website:http://
www.asianamericanalliance.com

# Disadvantaged Business Notice of Proposed Rulemaking

The Department of Transportation (DOT or the Department) is proposing revisions to the Department's regulations for its Disadvantaged Business Enterprise (DBE) program (49 CFR part 26). In its final DBE rule, the Department reserved publication of a uniform reporting form and a uniform certification application form for a later date. This document proposes those forms. In addition, this document proposes implementation procedures for a Memorandum of Understanding (MOU) between DOT and the U.S. Small Business Administration (SBA). The MOU streamlines certification procedures for participation in SBA's 8(a) Business Development (8(a) BD) and Small Disadvantaged Business (SDB) programs, and DOT's DBE program for small and disadvantaged businesses. Finally, this document proposes substantive changes to several provisions, including: personal net worth, retainage, the size standard, proof of ethnicity, confidentiality, proof of economic disadvantage, and DBE credit for trucking firms.

You can view the May 8, 2001, Federal Register Notice on the OSDBU web site:http://osdbuweb/business/DBE/index.html.

# CALENDAR OF EVENTS FOR June /July/August 2001

DATE	EVENT	CONTACT
June 19	Section 508 Information Forum San Francisco, CA	Katherine Rhodes (202) 501-0009 katherine.rhodes@ gsa.gov http://www.cmpinc.net/ section508
June 26	USDA Interagency Technical Assistance Conference Washington, DC	Jennifer Zaniewski (202) 463-3764
July 15 - 18	4th Integrated Transportation Management Systems (ITMS) Conference, Newark, NJ	(202) 484-4847 fax: (202) 484-3483 http://www.itsa.org
July 28-August 1	National Urban League Conference Washington, DC	(212) 558-5385 fax: (212) 344-8817 info@nul.org http://www.nul.org

# http://osdbuweb.dot.gov

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